

MARCH 3 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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RUTH FINLEY, Editor
44 WEST 52nd STREET

FRANCES HUGHES, Associate Editor
NEW YORK 19, N.Y.

Eldorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, FEBRUARY 28, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	"AMERICANA" -- NEW LATIN-AMERICAN MAGAZINE New Spanish fashion magazine for the Latin-American home, to bring to the women of South America the best fashions of the U. S. and Paris, with emphasis on the coutourier group. Subjects to include art, fashions, theatre, politics, etc. -- from the woman's point of view. Editor: Mrs. Tana De Gamez Losada. Associate Editor: Graziella Sanchez C. Fashion Editor: M. E. Mason Bartow. Price: \$3.50 a year. Contact: MU. 2-7235.	ULTRAMAR PUBLICATIONS, INCORPORATED	118 EAST 36TH STREET NEW YORK 17
Now Going on 10:30 A.M.; 2:30 P.M.	SHOWING OF SPRING AND SUMMER COLLECTION Villa-Zigmund's collection of gowns for afternoon and evening, suits and coats. Millinery by Dillard Long. Contact: Ada Villa or Victor A. Pincus, PL. 8-2014.	VILLA-ZIGMUND & CO.	18 EAST 50TH STREET SHOWROOM
Friday Feb. 28	RURAL DISTRIBUTION CONFERENCE-FASHION SHOW All-day conference, with showing of typical apparel for rural consumers by Sears Roebuck, J. C. Penney Co., W. T. Grant Co., Thom McAnn Shoes, and Allied Stores Corp. Fred Hooson of J. C. Penney Co. and Harry A. Barth, W. T. Grant Co., will discuss the theme "How Retailers Can Help Farm Families with Their Clothing Problems." Contact: National Consumer-Retailer Council, Inc., 8 West 40th St., PE. 6-0453.	NATIONAL CONSUMER-RETAILER COUNCIL, INC.	HOTEL PENNSYLVANIA
Saturday March 1 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Spring fashions for teen-agers will be shown. Guest of honor: Candy Jones, former model, who will discuss good grooming, care of clothes, etc. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP
Saturday March 1 11:00 A.M.	PIGTAILS FASHIONS OF TODAY AND YESTERYEAR A & S will show new pigtails fashions for Spring and Summer, with pigtails fashions of yesteryear presented by Michelle Murphy of the Brooklyn Museum. Entertainment by stars of stage and radio. Designing skit by Josi, designer for Barbara Joan Togs. Also, a promotional tie-up with the Child-Life "I Did It" Contest. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM AND STRAUS BROOKLYN	BROOKLYN MUSEUM SCULPTURE COURT
Beginning Saturday March 1	EXHIBIT OF FASHION ADVERTISING LETTERING Expressive lettering in advertising and display, illustrating methods of highlighting merchandise, with samples done by advanced students of fashion lettering at Traphagen under instruction of Alexander Nesbitt. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 1	RED CROSS FUND CAMPAIGN (March 1-March 31)		
Sunday	NEW YORK ANTIQUES	MRS. JOHN FREEMAN BROWN	WALDORF-ASTORIA
March 2-	EXPOSITION		ASTOR GALLERY
March 7	Mrs. John Freeman Brown's semi-annual Antiques Show and Sale will be		
11:00 A.M.-	sponsored by the Parkway Hospital building fund, 149 East 62nd Street.		
10:30 P.M.	Admission: \$1.20 (including tax). Publicity: "Chic" Farmer, PL. 9-1716.		

WEEK BEGINNING MONDAY, MARCH 3, 1947

Monday	SPRING FASHIONS AT	DE PINNA	ST. REGIS HOTEL
March 3	LUNCHEON SHOWING		IRIDIUM ROOM
1:00 P.M.	De Pinna's annual Spring fashion show during luncheon, presenting junior and debutante fashions, and clothes for town and spectator sports.		
Luncheon	Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday	HOME FURNISHINGS	THE NAMM STORE	COLONIAL ROOM
March 3	TALK AND DEMONSTRATION	BROOKLYN	3RD FLOOR
3:00 P.M.	Last in the series of Lecture Demonstrations, with Margaret Riley, Stylist, Schumacher Co., discussing the subject "What's Wrong With That Room?". Helen Painter, Namm's House Furnishings Coordinator, will demonstrate the ideas proposed by Miss Riley. Open to public. Publicity: Hettie Camp, TR. 5-5700, Ext. 76.		

REMAINING PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Monday	<u>BERGDORF GOODMAN</u>	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
March 3	At 5:30 P.M.			
Tuesday	<u>JAY THORPE</u>	24 WEST 57TH ST.	PUBL.: BETTE BENFIELD	CI. 7-4300
March 4	At 2:30 P.M.			
Wednesday	<u>SAKS FIFTH AVENUE</u>	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
March 5	At 2:30 P.M.			
Thursday	<u>HENRI BENDEL</u>	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
March 6	At 10:30 A.M.			
Thursday	<u>STEIN & BLAINE</u>	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
March 6	At 2:30 P.M.			
Friday	<u>MAINBOCHER</u>	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
March 7	At 3:00 P.M.			
Monday	<u>BONWIT TELLER</u>	721 FIFTH AVE.	PUBL.: DOROTHY IVERSON	EL. 5-6800
March 10	At 11:00 A.M.			
Monday	<u>CARRIE MUNN</u>	640 MADISON AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
March 10	At 3:00 P.M.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday March 3	SPRING AND SUMMER HAT COLLECTION Irene's collection of late Spring and early Summer hat fashions for "work or play" will be shown to fashion editors by appointment. Publicity: Hilda Kassell, PL. 9-2917.	IRENE	16 EAST 52ND ST.
Tuesday March 4 9:00 A.M. Breakfast	PRESS BREAKFAST HOME FURNISHINGS Altman's will have a breakfast for home furnishings editors--"New Exhibit of Homes For Today". Showing of new furniture and promotional tie-up with "Better Homes and Gardens." Attendance by invitation only. (Please use Madison Ave. Elevators) Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	7TH FLOOR
Tuesday March 4 11:00 A.M.	PRESS SHOWING OF SPRING FURS Fashion showing, for press only, of Esther Dorothy's new furs for Spring. Strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	78 EAST 56TH ST. SALON
Tuesday March 4 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Presentation of made-to-order fashions for Easter, Spring and early Summer, in addition to a bridal procession. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext 20. Publicity for Sonia: Ethel Arkin, PL. 3-8241. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SONIA-GOWNS (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
March 4	JAY THORPE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Tuesday March 4- March 5 2:30 P.M.	PATTERN AND FABRIC FASHION SHOW Spring and early Summer fashions in McCall Patterns and Ameritex Fabrics. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	4TH FLOOR FABRIC DEPT.
Wednesday March 5 10:00 A.M. Breakfast	"TOYS FOR TINY TOTS" PRESS BREAKFAST Anne Farrell, A. C. Gilbert's designer of "Toys for Tiny Tots", will present toys the way children want them. "Babies or bedlam - it's hard to tell which with models under six." Attendance by invitation only. Publicity: Grace Fitzwater, PL. 5-8668.	ANNE FARRELL GILBERT HALL OF SCIENCE	HAMPSHIRE HOUSE COTTAGE
Wednesday March 5 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Spring and early Summer millinery by Cesar Rubio will be presented during luncheon. Press by invitation. Public by reservation. Contact: "Jack", headwaiter, RE. 4-5900. Publicity: Leonard MacBain, BO. 3-3490. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	CESAR RUBIO (40 EAST 50TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman will present a fashion show during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 5	SAKS 5TH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See pg.2)		
Wednesday March 5 2:30 P.M.	FASHION SHOWING OF ALTMAN ORIGINALS Re-showing of Altman Originals, as presented to the press on Thursday, Feb. 27. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday March 5 8:30 P.M.	"A CENTURY OF CONNECTICUT FASHIONS" Fashion show by G. Fox and Co. for benefit of the Hartford Branch of the Connecticut Cancer Society. Spring and Summer Fashions of leading Eastern and Western designers, and a review of fashions from 1847 to 1947 in honor of the store's 100th Anniversary. Lighting and staging by Abe Feder of N.Y. Stage setting by Joseph Wright, display director, G. Fox. Production under supervision of Edith Gilman, fashion director of the store. Contact: Hartford 2-5151.	G. FOX AND CO., INC. HARTFORD, CONNECTICUT	BUSHNELL MEMORIAL THEATRE -- HARTFORD
March 6	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. (See page 2).		
Thursday March 6 12:30 P.M. Luncheon	INFORMAL LUNCHEON FOR BEAUTY PRESS An informal luncheon will be given by Peter Fink, of Lucien Lelong, for the newspaper press. Attendance by invitation only. Publicity: Peter Fink, PL. 9-3311.	LUCIEN LE LONG	HAMPSHIRE HOUSE COTTAGE
March 6	STEIN & BLAINE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See page 2).		
Thursday March 6 2:30 P. M.	SHOWING OF SUITS FOR ENTIRE FAMILY New Spring suits for misses, women, juniors, teen-agers, children and men. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Friday March 7- March 9	CONFERENCE OF ASSN. OF WOMEN BROADCASTERS Women radio commentators from all over the country will meet in New York for three days at their fourth annual national conference. Theme: "The Woman Broadcaster Looks Ahead." There will be special fashion shows, panel discussions and workshops. Conference and luncheon on Saturday (tickets \$5.50). Alma Kitchell, President of the N.W.B., will preside at both morning and afternoon sessions. Speakers will include Margaret Culkin Banning, Author-Lecturer, George V. Denny, of the ABC program "Town Meeting of the Air," Mr. Justin Miller, President, National Association of Broadcasters and others. Contact: Association of Women Broadcasters, 535 Fifth Ave., MU. 2-1963.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT
Friday March 7 12:30 P.M. Luncheon	FASHION SHOW FOR RADIO BROADCASTERS A luncheon fashion show presented by the New York Dress Institute for the Association of Women Broadcasters (of the National Association of Broadcasters). Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	HOTEL PIERRE COTILLION ROOM
March 7	MAINBOCHER'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See page 2).		

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Saturday March 8 8:00 A.M. Breakfast	MILLINERY BREAKFAST FOR VISITING BROADCASTERS Spring and Summer millinery fashion showing for the Association of Women Broadcasters and local radio commentators. The following 17 uptown milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Mme. Lenesta, Lilly Dache, Emmie, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Attendance by invitation only. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
March 10	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See page 2).		
Monday March 10 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY AT LUNCHEON Mary Goodfellow will present a millinery showing during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW (23½ EAST 61ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM
March 10	CARRIE MUNN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See page 2)		
Week Of March 10	4TH ANNUAL ASSEMBLY OF FAMOUS FASHIONS Gimbel Brothers (Philadelphia), will present their Fourth Annual Assembly of Famous Fashions, featuring a glamorous production, once again directed by Lester Gaba. There will be no special press party this year; the shows will be given during the week of March 10. Attendance by reservation. Publicity: Harold Gilbert, Gimbels, Philadelphia -- Walnut 2-3300.	GIMBEL BROTHERS	PHILADELPHIA
Monday March 10- March 15	"FASHIONATA OF 1947"-- THIRD ANNUAL SHOW Rich's (Atlanta) will present its colorful fashion extravaganza under the firm's copyrighted caption "Fashionata of 1947" for the third successive year. Writer, director and producer: Frances Bemis. Sponsored by Young Matron's Circle on behalf of Tallulah Falls School. Contact: Mrs. Willard C. Patterson, Director of Public Relations, Rich's Atlanta.	RICH'S ATLANTA, GEORGIA	ERLANGER THEATRE ATLANTA
Monday March 10- March 16 11:00 A.M.- 11:00 P.M.	3RD ANNUAL NATIONAL ANTIQUES SHOW Over an acre of antiques exhibited by 160 dealers from all over the U.S., featuring American historical objects, and imported and "liberated" antiques from Europe. Admission: \$1.50. Publicity: Morton Yarmon, BE. 3-6010.	LEADER ENTERPRISES, INCORPORATED	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
March 10- March 22	FORTY-FOURTH ANNUAL AMERICAN TOY FAIR FOR THE TRADE AT HOTEL McALPIN; AT 1107 B'WAY; AND AT THE HOTEL BRESLIN. PUBLICITY: RUTH MILLARD, AS. 4-8400.		
Tuesday March 11 1:00 P.M. Luncheon	"SUMMER SILHOUETTES"-- MILLINERY FASHIONS Showing of Summer Silhouettes in Laddie Northridge's new millinery for town and travel. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 11 3:00 P.M.	SHOWING OF MISSES' AND WOMEN'S FASHIONS Presentation of misses' and women's fashions for Easter, Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	4TH FLOOR
March 11- March 12	FIRST POSTWAR LEATHER SHOW BY THE TANNER'S COUNCIL OF AMERICA AT THE HOTEL COMMODORE, DISPLAYING LINES FOR FALL AND WINTER, 1947. Contact: BE. 3-0494.		
Wednesday March 12 1:00 P.M. Luncheon	EASTER MILLINERY AT LUNCHEON SHOW Hats for Easter, Spring and early Summer will be presented by Aranka during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Aranka, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday March 12 2:30 P.M.	SHOWING OF FASHIONS BY NETTIE ROSENSTEIN Presentation of Nettie Rosenstein's new fashion creations. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday March 12 3:00 P.M.	SHOWING OF WOMEN'S FASHIONS FOR SPRING New clothes for the modern woman will be presented by Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	2ND FLOOR
Wednesday March 12 4:00 P.M. Cocktails	CUSTOM FASHIONS IN ENGLISH WOOLS Showing of dressmaker suits in knitted wool, and wool tweed coats by Madame Bery. Attendance by invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	MME. BERY (LONDON)	WALDORF-ASTORIA LE PERROQUET SUITE
Wednesday March 12 5:00 P.M. Cocktails	FASHION SHOW: PARIS ORIGINAL MAKEUP Prince Matchabelli will present the Spring collection of fashions and accessories by Hermes of Paris, and new makeup color originated in Paris. Same fashions and makeup being shown concurrently in Paris. Attendance by invitation only. Publicity: Leonore Buehler, PL. 3-7010.	PRINCE MATCHABELLI, INC.	711 FIFTH AVENUE CROWN ROOM
March 12	THIRTY-FIFTH ANNIVERSARY OF GIRL SCOUTS OF AMERICA (March 12-March 18).		
Thursday March 13 10:00 A.M.; March 14 2:30 P.M.	MODES ROYALE PATTERNS CLINIC Rosli Gelfer, fashion editor, Modes Royale Patterns, will discuss individuality in clothes, selection of correct styles, etc. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	4TH FLOOR
Thursday March 13 2:30 P.M.; 7:30 P.M.	MISSES' FASHIONS AND BRIDAL PARTY COSTUMES Showing of misses' day and afternoon fashions; and bridal party costumes. Press by invitation at the 2:30 showing. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARNS 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Thursday March 13 4:30 P.M. 6:30 P.M.	"CALLING ALL GIRLS" SPRING FASHION SHOW Annual Spring "Calling All Girls" fashion show. Commentator: Nancy Pepper, Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 14 3:00 P.M.	"SUDDENLY IT'S SPRING" --FASHION SHOW Benefit show, sponsored by A & S, for the School Settlement Ass'n. Tickets: \$1.50 (including tax). Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	ST. GEORGE HOTEL BALLROOM
Friday March 14 4:30 P.M. Cocktails	BENEFIT SHOWING OF PARIS COLLECTION Wednesday's fashion showing of Spring Collection by Hermes of Paris will be repeated at Prince Matchabelli's Crown Room (announcement on page 6), under the auspices of "American Aid to France". Tickets: \$10.00. Admittance by special ticket only. Contact: Mrs. Ellen Engel, MU. 3-3801.	AMERICAN AID TO FRANCE (39 EAST 36TH STREET)	PRINCE MATCHABELLI 711 FIFTH AVENUE
Saturday March 15 10:30 A.M.	NAMM'S "CALLING ALL GIRLS" CLUB SHOW Showing of 'round-the-clock Easter fashions at teen-age show. Special entertainment. Open to public. Publicity: Hettie Camp, TR. 5-5700, Ext. 76.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
Monday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Gunther's Spring and Summer fashions, accessorized with furs, at a luncheon showing. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 18 10:30 A.M. Breakfast	"HUSBAND-APPROVED" HATS DESIGNED BY LISH A presentation of the new Spring and Summer millinery, designed by Lish, for feminine wear and masculine approval. Featuring a special group of hats for Easter, approved by a panel board of husbands. Press by invitation. Contact: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.	TO BE ANNOUNCED	SHERRY-NETHERLANDS BALINESE SUITE
Tuesday March 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Spring and early Summer fashions will be presented during luncheon by Jonai. Press by invitation. Public by reservation. For reservations, contact: headwaiter, PL. 3-4600, Ext. 20. Contact: Jonai, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Postponed March 18	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, AT 4:00 P.M., HAS BEEN POSTPONED.		
Wednesday March 19 12:00 Noon Luncheon	HATS AND COIFFURES AT LUNCHEON SHOW "Made For Each Other" -- joint fashion showing of hairdos and hats to be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Publicity: American Hair Design Institute: Eleanor Rowlands, MO. 4-9292. Millinery Fashion Bureau, Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MILLINERY FASHION BUR. AMER. HAIR DESIGN INST.	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 1:00 P.M. Luncheon	SURPRISE FASHION SHOWING AT LUNCHEON Advance summer fashions presented during luncheon by Revlon at a surprise showing. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Revlon Publicity: Beatrice Castle, PL. 5-8800. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	REVLON	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 19 2:30 P.M.	SPRING AND SUMMER FASHIONS FOR WOMEN Women's fashions will be presented by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Saturday March 22 11:00 A.M.; 2:00 P.M.	FASHIONS FOR THE AMERICAN GIRL Presentation, sponsored by the Brooklyn Girl Scout Council, of fashions for the pigtails and teen-age American girl. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
Saturday March 22 1:00 P.M. Luncheon	SHOWING OF FASHIONS BY EMILY WILKENS Emily Wilkens' new Spring and Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Thomas", PL. 3-1740, Ext. 44. Bonwit Publicity: Dorothy Iverson, EL. 5-6800. Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740.	BONWIT TELLER ✓	HOTEL PLAZA TERRACE ROOM
Monday March 24 1:00 P.M. Luncheon	WHITE FASHIONS FOR SPRING AND SUMMER Russeks will accent "the white look" for Spring and Summer at a luncheon fashion show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS 5TH AVENUE ✓	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 25 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW COSMETIC LINE Coming Out party to introduce the "Debutante" of the year at a luncheon for the press. Daggett and Ramsdell's new line of cosmetics will make its debut with a collection of Ceil Chapman's new evening gowns, specially designed for the Debutante cosmetics. Attendance by invitation only. Publicity: Neva Bradley, CH. 3-2240.	DAGGETT & RAMSDELL	HOTEL PIERRE COTILLION ROOM
Tuesday March 25 1:00 P.M. Luncheon	"LITTLE SHOP" FASHIONS AT LUNCHEON SHOW Presentation of new fashions from Macy's Little Shop during luncheon. Press by invitation. Public by reservation. For reservations, contact: headwaiter, PL. 3-4600, Ext. 20. Macy Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK ✓	RITZ CARLTON HOTEL OVAL ROOM
Wednesday March 26 2:30 P.M.	NEW DEBUTANTE FASHIONS Altman's will present a showing of new debutante fashions. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Monday March 31 1:00 P.M. Luncheon	LUNCHEON SHOWING OF EASTER HATS "Easter Surprises" -- new millinery by Rose Sapphire will be presented during luncheon, in addition to hats for Spring and early Summer. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE (501 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
April 6	EASTER SUNDAY		

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Sunday
March 2-
March 8
BALLET RUSSE DE MONTE CARLO NEW YORK CITY CENTER THEATRE, 131 W. 55 ST.
Sunday (Mat): Serenade, Spectre de la Rose, Raymonda. Sunday (Eve):
Swan Lake, Night Shadow, Scheherazade. Tuesday: Serenade, Virginia
Sampler (Premiere), Blue Bird, Le Beau Danube. Wednesday: Mozartiana,
Virginia Sampler, The Nutcracker. Thursday: Baiser de la Fée, Gaité
Parisienne, Scheherazade. Friday: Danses Concertantes, Night Shadow,
Pas de Deux Classique, Frankie and Johnny. Saturday (Mat): Serenade,
Night Shadow, Blue Bird, Le Beau Danube. Saturday (Eve): Serenade,
The Bells, Coppelia. Publicity: Margaret Hornyak, CI. 7-5911.

Monday
March 3
OPENING: "THE IMPORTANCE OF BEING EARNEST" ROYALE THEATRE, 45 ST W. OF BWAY
The Theatre Guild and John C. Wilson, in association with H.M. Tennant
Ltd. of London, present John Gielgud's production of the Oscar Wilde
comedy, with John Gielgud, Margaret Rutherford, Pamela Brown, Jane Baxter.
Director: John Gielgud. Decor by Motley. (Opening night curtain at
8:00 P.M.) For 7 weeks only, to be followed by 6 weeks of William
Cosgrove's "Love For Love". Publicity: Willard Keepe CI. 6-7492.

Monday
March 3-
March 8
SEVENTEENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Monday: THE ABDUCTION FROM THE SERAGLIO. Wednesday: FAUST. Thursday:
LA GIOCONDA. Friday: DER ROSENKAVALIER. Saturday (Mat): DIE WALKÜRE.
Saturday (Eve): LUCIA DI LAMMERMOOR. Publicity: Margaret Carson, PE, 6-1200.

Tuesday
March 4
PREMIERE: "BLAZE OF NOON" (Movie) RIVOLI THEATRE, 7TH AVE. AND 50TH ST.
Paramount production, based on a novel by Ernest K. Gann about the four
"Flying MacDonalds", who gave up barnstorming with carnivals to start
a commercial airmail line. Cast includes Anne Baxter, Sterling Hayden,
Sonny Tufts, William Holden, William Bendix. Producer: Robert Fellows.
Director: John Farrow. Costumes: Edith Head. Publicity: Aileen
St. John Brenon, BR. 9-8700.

Tuesday
March 4
OPENING: "PARLOR STORY" BILTMORE THEATRE, 47TH ST., W. OF B'WAY
Paul Streger presents a new comedy by William McCleery about a former
newspaperman, now a college professor, who tries to attain the presidency
of his college. Cast includes Walter Abel, Edith Atwater, Dennis King, Jr.
Staged by Bretaigne Windust. Costumes: Bianca Stroock. Publicity:
Willard Keefe, CI. 6-7492.

Monday
March 10
OPENING: RECITALS BY MAURICE CHEVALIER HENRY MILLER THEATRE, W. 43RD ST.
Arthur Lesser will present Maurice Chevalier in a program of songs and
impressions. Mr. Chevalier's first performance, in a six-week series,
will serve as a benefit preview for the American Aid to France Committee.
Publicity: Leonard Traube, BR. 9-4265.

Wednesday
March 12
OPENING: "THE CHOCOLATE SOLDIER" CENTURY THEATRE, 7TH AVE. & 59TH ST.
Hans Bartch and Jack Del Bondio present a revival of the satirical
operetta based on Bernard Shaw's "Arms And The Man", with music by Oscar
Straus. Cast includes Frances McCann, Billy Gilbert, Keith Andes and
Gloria Hamilton. Director: Felix Brentano. Costumes: Lucinda Ballard.
Publicity: Tom Weatherly, CO. 5-7640.

Thursday
March 13
OPENING: "BRIGADOON" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Cheryl Crawford presents a new musical about a little Scottish town, with
Marion Bell, David Brooks, Lee Sullivan and Pamela Britton. Director:
Robert Lewis. Costumes: David Folks. Publicity: Wolfe Kaufman,
BR. 9-4825.

F A S H I O N J O B S

JOBS WANTED

FASHION PROMOTION DIRECTOR. Mature woman with experience in fashion publicity, copywriting, etc. with leading department store. Box JW-49.

ADVERTISING MANAGER. Discerning, inventive woman with 14 years experience in advertising and fashion publicity. 5-figure salary. Box JW-50.

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FASHION SHOW PRODUCER -- staging, choreography, script, commentary; director of models, stage and television experience. Free lance. Box JW-52.

COPYWRITER. Fresh, vital style. Good fashion background. 3½ yrs varied exp. Capable comer, reliable, will tailor-make samples to your order. Box JW-53.

ADVERTISING COPYWRITER. Exp. layout, copy production for leading dept. stores. Also linotype & printing. Desires agency position, with future. College grad. JW-54.

EDITORIAL ASSISTANT. College graduate. English major, 2 years experience as editorial assistant small fashion magazine, attractive, \$45. Box JW-55.

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SELLING-BUYING-MERCHANDISING. Excellent training for young woman with college background in exclusive New Jersey specialty shop. Box JA-42.

SECRETARY-STENO for account executive of established advertising agency. Pleasant, friendly surroundings; interesting job. Salary, \$40. Box JA-43.

MERCHANDISE MANAGER for New York department store--experienced man with retail and wholesale experience essential. Box JA-45.

SECRETARY-STENO to woman editor, nat'l magazine. Excellent training for ambitious young woman, \$45. Answer in own handwriting, giving details. JA-47.

SECRETARY for executive, large fabric house. Stenography essential. Clever, personable young woman with experience in similar position. Box JA-49.

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